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**SIMPLY BREAD TO INTRODUCE BREADS
IN THE *TRADITIONALE* STYLE TO VALLEY RESIDENTS
*The world's top baker teams up with the most
sophisticated technology in this "back to the future" venture***

PHOENIX – (February 2006) – **Simply Bread™**, a small bakery with a big philosophy, is about to put Phoenix on the culinary map by baking the simplest, purest, most traditional European breads. Not *European style*—but the real deal. Simply Bread will officially open for business on February 22nd with the mission to become the standard by which all breads will be measured.

That's a gutsy statement backed up by a quietly confident baker, whose chef jacket says it all with the intricate metallic embroidery of the Bread Bakers Guild of America Team USA Olympic Gold Medal. In April 2005, Simply Bread's Head Baker and Bread Savant, Jeffrey Yankellow, led Team USA to first place at the Olympics of bread baking, the Coupe du Monde de la Boulangerie, upsetting the historically-winning European teams and sending shock waves through the culinary world. And he's about to do it again.

Simply Bread has made its home in a newly-remodeled building at 2117 N. 24th Street, boasting more than \$1 million dollars worth of Bongard equipment from France, which was meticulously assembled by a team of French technicians. Yankellow found that only the most sophisticated technology would enable him to precisely control his baking environment, an absolute must for the quality of products he has in mind. As the bakery neared completion, Yankellow also kept his test kitchens humming as he tirelessly adjusted his recipes to withstand the desert climate.

Inspired by techniques from ages past, Yankellow is single-mindedly committed to creating traditional European breads which are simple, yet sophisticated and have been touched gently by a baker's hand. "After all these years, the best equipment is still a baker's hands," he notes. The result: breads that are nutritionally perfect food, have a dark crust with a substantial chew and an enticing acidic aftertaste.

Yankellow uses sourdough cultures rather than preservatives to maintain freshness and loves to say that "time is flavor" noting that Simply Bread's loaves require 36-72 hours to ferment. "It's this slow, tedious process that sets us apart, maintains the integrity of the bread and provides the natural flavor of the basic ingredients. There will be no compromises, no short cuts, absolutely no hidden fats or unnatural flavor additives."

Yankellow is excited to introduce Arizonans to breads so exceptional that maybe they have only tasted them in places like Europe, New York or San Francisco. "We've become a squishy society," laments Yankellow. "Our palates have become comfortable with squishy white bread, often with fancy labels." Yankellow marvels at the competition's ability to "sell air at a significant profit" and is convinced that when Valley residents taste "how substantial great bread can be," Simply Bread will be able to "raise the bar to meet the old traditional standards of great bread baking."

Similarly, Yankellow's respect for the product is evident by how demanding he is about his ingredients. He didn't bring home the Gold by cutting corners or buying inferior ingredients in bulk, so he meticulously sourced specialty suppliers to get the most wholesome and flavorful ingredients available, such as green olives from Greece, organic walnut halves (not pieces) from California, plump organic raisins, flour from specialty millers, expeller pressed oils, and desert wildflower honey from a beekeeper in Flagstaff. Furthermore, Simply Bread's products are Kosher, certified by the Orthodox Union, which is internationally recognized as the highest standard in the world.

With more than 20 types of breads in the initial product line, Yankellow will first focus on supplying the resort and restaurant community, and the local chefs have embraced his products based on his credentials and baking philosophy. Restaurant patrons lucky enough to dine on Yankellow's bread will have a unique experience: it will always be no more than a few hours from the oven when they sit down to dine versus the baked-the-day-before products delivered by his competition. And Simply Bread makes no half-baked loaves or half-baked promises—no loaf is ever frozen or par baked. That's a promise that is good as gold.

Simply Bread plans to be on local grocery and specialty store shelves sometime this summer.

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